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## ②图玄束華大學

# 教學計劃表 Syllabus

| 課程名稱(中文)<br>Course Name in Chinese | 產業經濟(一)                     |                             |            |    | 學年/學期<br>Academic Year/Semester       |      | 112/2 |  |
|------------------------------------|-----------------------------|-----------------------------|------------|----|---------------------------------------|------|-------|--|
| 課程名稱(英文)<br>Course Name in English | Industrial Organization (I) |                             |            |    |                                       |      |       |  |
| 科目代碼<br>Course Code                | ECD0100                     | 系級<br>Department<br>& Year  | artment 博士 |    | 開課單位<br>Course-Offering<br>Department | 經濟學系 |       |  |
| 修別<br>Type                         | 選修 Elective                 | 學分數/時間<br>Credit(s)/Hour(s) |            |    | 3.0/3.0                               |      |       |  |
| 授課教師<br>Instructor                 | /李娓瑋                        |                             |            |    |                                       |      |       |  |
| 先修課程<br>Prerequisite               |                             |                             |            |    |                                       |      |       |  |
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## 課程描述 Course Description

The course is organized into one 3-hour lecture per week. Of this, 2 hours are devoted to formal lectures and half hour to student discussion, if possible.

In addition, it is essential for each student to present one of the required articles (which will be assigned in class) and turn in the relating summary and comments. Required readings will be covered on the exam

### 課程目標 Course Objectives

This course will provide students with the ability to conduct and evaluate economic analyses of issues relating to industrial economics. The course begins with an introduction of the field. It proceeds to a discussion of the behavior of firms in an imperfectly competitive world. We study the effects of different industrial policy instruments.

|   | 系專業能力<br>Basic Learning Outcomes  | 課程目標與系專業能<br>力相關性<br>Correlation between<br>Course Objectives<br>and Dept.'s<br>Education<br>Objectives |
|---|---|---|
| A | 數理分析能力:通曉經濟學的高階理論技巧,應用數學與賽局解決經濟議題的能力Mathematical analysis skills: Mastering in advanced application of mathematical theories and game theory in analyzing economic issues   | •   |
| В | 實證經濟分析能力:通曉經濟學的高階實證技巧,善用資訊科技進行資訊蒐集、資料統計與計量分析。Empirical analysis skills: Mastering in advanced application of statistics and econometrics in data collection and examination |   |
| С | 微觀經濟之闡釋能力:通曉高階個體經濟學相關的理論與應用Microeconomic perspective:<br>Thorough understanding of advanced microeconomic theories and relevant application                                 | •   |
| D | 宏觀經濟之闡釋能力:通曉高階總體經濟學相關的理論與應用Macroeconomic perspective:<br>Thorough understanding of advanced macroeconomic theories and relevant application                                 | 0   |
| Е | 自我調整適應社會之能力:具備適應現代社會的學養以及就業能力。Employment opportunities: capabilities of working on important policy and decision challenges in business and government                      | 0   |
| F | 溝通表達能力:思路清晰,有能力與人溝通並撰寫高階專業研究報告Communication skills:<br>Having a clear mind and profound ability in presenting advanced professional<br>academic research                    | 0   |

圖示說明Illustration : ● 高度相關 Highly correlated ○中度相關 Moderately correlated

授課進度表 Teaching Schedule & Content

週次Week 内容 Subject/Topics 備註Remarks

| 1        | Noncooperative Game Theory I                                   |            |  |  |  |  |
|----------|--|------------|--|--|--|--|
| 2        | Noncooperative Game Theory II                                  |            |  |  |  |  |
| 3        | Price Discrimination<br>Durable Goods I                        |            |  |  |  |  |
| 4        | Durable Goods II   |            |  |  |  |  |
| 5        | Price Dispersion   |            |  |  |  |  |
| 6        | Bundling and Tying I   |            |  |  |  |  |
| 7        | Bundling and Tying II  |            |  |  |  |  |
| 8        | Strategic Interaction Cournot                                  |            |  |  |  |  |
| 9        | 期中考試週 Midterm Exam   |            |  |  |  |  |
| 10       | Strategic Interaction Bertrand                                 |            |  |  |  |  |
| 11       | Market Structure and Performance                               |            |  |  |  |  |
| 12       | Product Selection horizontal differentiation                   |            |  |  |  |  |
| 13       | Product Selection vertical differentiation I                   |            |  |  |  |  |
| 14       | Product Selection vertical differentiation II                  |            |  |  |  |  |
| 15       | Innovation   |            |  |  |  |  |
| 16       | Advertisement  |            |  |  |  |  |
| 17       | 期末考試 Final Exam  |            |  |  |  |  |
| 18       | 期末考試試題討論 Discussion of Final Exam                              |            |  |  |  |  |
|          | 教 學 策 略 Teaching Strategies                                    |            |  |  |  |  |
| ✓ 課堂講    | 授 Lecture  | Field Trip |  |  |  |  |
| 其他Mis    | scellaneous:   |            |  |  |  |  |
|          | 教學創新自評Teaching Self-Evaluation                                 |            |  |  |  |  |
| 創新教學(    | Innovative Teaching)   |            |  |  |  |  |
| 問題導口     | 向學習(PBL)   | 보習(SBL)    |  |  |  |  |
| 翻轉教:     | 室 Flipped Classroom  |            |  |  |  |  |
| 社會責任(    | Social Responsibility)   |            |  |  |  |  |
| 在地實施     | 踐Community Practice        產學合作 Industy-Academia Cooperati     | on         |  |  |  |  |
| 跨域合作(    | Transdisciplinary Projects)                                    |            |  |  |  |  |
| □ 跨界教·   | 學Transdisciplinary Teaching     跨院系教學Inter-collegiate Teaching |            |  |  |  |  |
| 業師合      | 授 Courses Co-taught with Industry Practitioners                |            |  |  |  |  |
| 其它 other | r:   |            |  |  |  |  |

| 學期成績計算及多元評量方式 Grading & Assessments |                    |                    |          |          |          |          |          |          |                        |
|-------------------------------------|--------------------|--------------------|----------|----------|----------|----------|----------|----------|------------------------|
| 配分項目                                | 配分比例<br>Percentage | 多元評量方式 Assessments |          |          |          |          |          |          |                        |
| Items                               |                    | 測驗<br>會考           | 實作<br>觀察 | 口頭<br>發表 | 專題<br>研究 | 創作<br>展演 | 卷宗<br>評量 | 證照<br>檢定 | 其他                     |
| 平時成績 General<br>Performance         | 10%                |                    |          |          |          |          |          |          | class<br>participation |
| 期中考成績 Midterm Exam                  | 35%                | >                  |          |          |          |          |          |          |                        |
| 期末考成績 Final Exam                    | 35%                | <b>~</b>           |          |          |          |          |          |          |                        |
| 作業成績 Homework and/or<br>Assignments | 20%                |                    |          | ~        |          |          |          |          | paper<br>presentation  |
| 其他 Miscellaneous<br>()              |                    |                    |          |          |          |          |          |          |                        |

評量方式補充說明

Grading & Assessments Supplemental instructions

### 教科書與參考書目(書名、作者、書局、代理商、説明)

Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

#### TEXTBOOK

Shy, Oz, 1996, Industrial Organization

Cambridge: The MIT Press

#### SUGGESTED READING

- 1. Carlton and Perloff, 2000, Modern Industrial Organization, 3rd Edition, Addison-Wesley Publishing Company
- 2. Tirole, Jean, 1995, The Theory of Industrial Organization, Cambridge: The MIT Press
- 3. Scherer and Ross, 1990, Industrial Market Structure and Economic Performance, 3rd edition, Boston: Houghton Mifflin

### 課程教材網址(含線上教學資訊,教師個人網址請列位於本校內之網址)

Teaching Aids & Teacher's Website(Including online teaching information. Personal website can be listed here.)

## 其他補充說明(Supplemental instructions)

This syllabus is subject to modification as the semester progresses.